



U.S. ENVIRONMENTAL PROTECTION AGENCY
 Office of Pesticide Programs
 Antimicrobials Division (7510P)
 1200 Pennsylvania Ave., N.W.
 Washington, D.C. 20460

EPA Reg. Number:

5813-127

Date of Issuance:

9/8/2020

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

CAT

Name and Address of Registrant (include ZIP Code):

The Clorox Company
 c/o PS&RC; P. O. Box 493
 Pleasanton, CA 94566-0803

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 5813-127."
3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

Signature of Approving Official:

Jacqueline Hardy

Jacqueline Hardy,
 Product Manager 34
 Regulatory Branch II,
 Antimicrobials Division (7510P)

Date:

9/8/2020

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for "U.S. Based Outbreaks" (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for "Outbreaks Affecting International Travelers" with an "Alert" or "Advisory" classification (www.cdc.gov/outbreaks) (also released through the CDC's Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).

A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup, (small non-enveloped, large non-enveloped and enveloped).

B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.

4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE's publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.
5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rotavirus and Norovirus is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 6/17/2020

Also, the following Alternate Brand Names have been approved for this product:

Clorox® Disinfecting Wipes9
Clorox® Disinfecting Wipes10
Clorox® Scentiva® Disinfecting Wipes2
Clorox® Scentiva® Disinfecting Wipes3
Clorox® Citric Acid Disinfecting Wipes
Clorox® Citric Acid Disinfecting Wipes1

If you have any questions, please contact Stacey Grigsby via phone at 703.305.6440, or by email at grigsby.stacey@epa.gov.

Enclosure Stamped Accepted Label

Label identification

CAT, EPA Reg. No. 5813-*to be assigned*

RC623017

12:15 9/8/20

Formatting notes (applicable for all claims)

Now[!] -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use sites and/or use surfaces on the label may be listed in conjunction with an image of the use site and/or use surface.

Highlighted text is new. Strike-through text means removed.

CAT

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back -and/or- bottom -and/or- side panel for additional precautionary statements.

For travel/trial sizes or dispensers: Do not use as a diaper wipe or for personal cleansing

For dispensers/canisters: Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe [For complete instructions -or- directions, see pouch]

ACTIVE INGREDIENT:

Citric acid 0.667%[+]

OTHER INGREDIENTS: 99.333%

TOTAL: 100.000%

Contains no phosphorus

Package made from **insert number**% post-consumer recycled plastic.

Net Contents _____

Each package type and size will bear the actual net contents in pounds and ounces

____ Premoistened -or- [Wet -and/or- Scrubbing] Wipes

-or- Refills -or- Packages

____" x ____" -or- _x_ in[ch] wipe [____cm x ____cm]

ACCEPTED

9/08/2020

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under

EPA Reg. No. 5813-127

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

FIRST AID: If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1860.

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860.

[Learn more at cloroxclassrooms.com]

For more [product -and/or- ingredient] information, visit www.IngredientsInside.com -or- www.smartlabel.org.

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© YYYY Made in [the] U.S.A. [of global components -and/or- ingredients.]

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-*to be assigned*

EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG), GA-4 (MR), IL-2 (VF); 8251-OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ);

50757-WI-1 (VN), WI-3 (2J); 52631-NJ-1 (UW); 58455-IN-1 (C6), IN-2 (01); 56952-AR-1 (RL), WI-1 (RK), WI-2 (VV);

62401-NC-2 (PK), NJ-1 (JW); 71681-GA (JQ), IL-1 (03), IL-2 (24)

Beginning of batch code indicates Est. No.

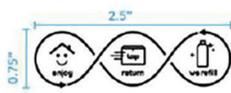
Patents: www.thecloroxcompany.com/patents

For a Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com.

Optional graphics. May be placed anywhere on label/container.



[Do not flush]



For Canister

To Open Package: [Open lid and] [pull out wipe] [from center of roll -or- from center -or- from an angle]. [[The] next sheet -or- wipe pops up automatically.] [When finished,] close lid to retain moisture.

-or-
PULL WIPE FROM CENTER

-or-

For Canister

To Open Package: Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. DO NOT push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE**; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

-or-

For Canister

To Open Package: [Open lid and] pull out wipe through -or- from [one of] the large openings -or- from the central opening. [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

-or-

To open package: Remove lid. Pull out wipe from center of roll. Replace lid. Pull wipe through lid. Close lid to retain moisture.

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.

4. [Use as instructed by canister label.]

-or-

To Refill [Wipes Canister]

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

For Tub and Pouch/Refill

To Open Package: [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture. See [refill] pouch for [full] product information.

-or-

[Open closure and remove seal.] Pull out wipe from center of stack. Next sheet pops up automatically. Close lid to retain moisture.

For pouch -or- flat pack only

To Open Package: [Open pouch by] peel[ing] back seal. When finished, close to retain moisture.

For Refills

To Open Package -or- To Refill:

[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing -and/or- current -and/or- empty] container -or- canister closed.
- Open [existing -and/or- current -and/or- empty] container -or- canister by [lightly] squeezing [it] and removing lid by lifting -and/or- twisting [it] upward.

For Flat Pack

Peel -and/or- reseal [here]

For Dispenser and Pouch/Refill

TO ATTACH [DISPENSER]: Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 sec[onds]. [(For best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces. Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

TO REFILL [DISPENSER]: Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the next wipe pops up automatically.

TO REMOVE [DISPENSER]: Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces.

-or-

TO REMOVE [DISPENSER]: Hold [dispenser -or- bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow -and/or- along mounting surface] until [bracket -or- dispenser] releases. [Repeat with second tab.]

-or-

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. [(Replace the green plastic lid each time the dispenser is refilled with wipes.)]
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. [(Do not remove roll of wipes from pouch.)]
- Insert corner of center sheet through opening on the green plastic lid. [(Do not push finger through the opening.)]
- Close dispenser cover.
- Pull first wipe at an angle to ensure proper threading.

For To Go package

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture -or- to keep wipes moist -or- to keep wipes from drying out].

-or-

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture -or- to keep wipes moist -or- to keep wipes from drying out].

For Flatpack

To Open Package:

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close -or- click-lock [closure] to retain moisture. [A “snap” should be heard, indicating that it is properly closed.]

For Flat stack

To Open Package:

1. Open lid and grasp -or- grab the corner of the wipe. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheets pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A “snap” [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75] [some] wipes [from] the stack -or- bag, and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. Close -or- seal strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag -and/or- keep wipes moist].
6. [Use as instructed by canister label.]a

DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

TO DISINFECT [AND DEODORIZE]: [Preclean visibly soiled surfaces. Use to disinfect] hard, nonporous surfaces: Wipe surface [to be disinfected]; use enough wipes for treated surface to remain visibly wet for 5 min[utes].

To be added optionally only if all viruses on the label have a 30 second contact time; see Organism Table: Preclean visibly soiled surfaces. To kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds].

To be added optionally if Rotavirus -and/or- Norovirus[◇] is also on the label: [To] kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds]. To kill Rotavirus -and/or- Norovirus[◇], let stand 5 min[utes].

Let surface dry. For visibly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

TO SANITIZE[:] [Use to sanitize]/[deodorize] hard, nonporous non-food contact surfaces: Preclean visibly soiled surfaces. Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 30 sec[onds]. Let surface dry.

TO CLEAN [HARD, NONPOROUS SURFACES] [AND REMOVE ALLERGENS⁷]: Wipe surface clean with **this product**. Let air dry.

TO CLEAN LARGE SURFACES: Wipe surface clean with **this product** -or- **insert ABN**. Let air dry.

TO CLEAN FLOORS WITH SWEEPER: 1. Unfold and wrap cloth around sweeper head with smooth side of wipe contacting sweeper head. 2. Push wipe edge into grippers on top of sweeper head. 3. Wipe floor and allow to air dry. No rinsing required.

TO CLEAN COTTON -and/or- POLYESTER: Remove as much of the wet stain as possible using a clean, damp paper towel. Wipe surface clean with this product -or- **insert ABN** in a circular motion.

Optional instructions for scrubbing wipes -or- heavy duty wipes, when applicable

TO DISINFECT: Preclean visibly soiled surfaces. Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 5 min[utes].

Let surface dry. For visibly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

To be added optionally only if all viruses on the label have a 30 second contact time; see Organism Table: To kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds].

To be added optionally if Rotavirus -and/or- Norovirus[◇] is also on the label: To kill -or- Kills specified viruses¹⁴, [let stand] [in] 30 sec[onds]. To kill Rotavirus -and/or- Norovirus[◇], let stand 5 min[utes].

TO SANITIZE [AND DEODORIZE]: Preclean visibly soiled surfaces. Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 30 sec[onds]. Let surface dry.

TO CLEAN: Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

Let surface dry. For visibly soiled surfaces, clean excess dirt first.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

This product will not harm most surface materials including: acrylic -and/or- brass -and/or- chrome -and/or- Corian[®][^{LA}] -and/or- Formica[®][^{LA}] -and/or- glass -and/or- glazed ceramic -and/or- glazed porcelain -and/or- sealed fiberglass -and/or- sealed granite -and/or- finished hardwood^[MY] -and/or- vinyl -and/or- sealed quartz -and/or- stainless steel -and/or- PVC

This product will not harm most soft surfaces including: cotton -and/or- polyester

Not recommended for use on unpainted wood, [aluminum], [marble], [brushed nickel], [copper], [and], unfinished, unsealed, unpainted, waxed, oiled or worn surfaces [-or- flooring]. [Test a small area first.]

[For toys, rinse with water after wiping with -or- using the product.]

Use as directed. Suitable for use -or- can be used -or- compatible on -or- with polyurethane treated wood. [Test a small area first].

STORAGE AND DISPOSAL

Canister -or- Tub not intended to be refilled by the consumer

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

Canister -or- Tub intended to be refilled by the consumer

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. Offer empty container for recycling. If recycling is not available discard container in trash.

Container intended to be refilled with this product for resale

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Refillable container. Refill this container with this product only. Do not reuse this container for any other purpose. When empty, return to point of sale.

[Pouch] [Refill]

[Dispenser and Pouch/Refill]

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture][, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.

Antimicrobial Claims

- 3-in-1: disinfect[s], clean[s], -or- cuts grease -or- lifts dirt
- 3-in-1 [Kill Germs[†]] [Disinfects][,][+] Cleans -or- Scrubs [Tough Messes][,][+] Removes [More than] 99% of Allergens⁷ [with] [TripleWeave[™]] [Texture]
- 5 -or- 4 -in-1: Traps Grease -and/or- Dissolves Soap Scum -and/or- Kills [99.9% of] Germs[†] -and/or- Breaks Down Dirt -and/or- Sanitizes
- 30-second sanitization⁵
- [**Insert number** < 50%] Thicker^{10!} Cleans Tough Messes + Disinfects [with] [TripleWeave[™]] [Texture]
- [**Insert number** < 50%] Thicker¹⁰, [disinfects] [and] long lasting cleaning
- [**Insert number** < 50%] Thicker³³ -and/or- 10 -and/or- 25 to Clean -or- outlast [Tough Messes] -or- for Deep Cleaning [and Disinfect[ing]] -or- to absorb -or- cut through [more -and/or- tough] grease
- Anti-microbial wipes -or- formula
- Broad spectrum disinfectant
- Can help reduce cross-contamination on treated surfaces
- Check out our website for [more] [the latest] information on germs[†] that affect your family www.clorox.com -or- www.cloroxdisinfectingwipes.com
- Citric acid [active -and/or- based] [disinfectant -and/or- cleaner]
- Citric acid -and/or- extract [based] [disinfection]
- Classrooms -or- schools⁸ are cleaner with **this product** -or- [disinfecting] wipes
- Clean -and/or- disinfect on the go
- Clean. Disinfect. Carry on.
- Cleaner and disinfectant in one
- [Clean[ing] -and/or- [disinfect[ing] without stopping [your family's] life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans -and/or- disinfects -and/or- deodorizes [all] in one step when following disinfection use directions
- Clean[s] and disinfect[s] anywhere^p indicated on the label -or- everywhere indicated on the label
- Clean and disinfect in every room
- Clean[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs[†] -or- bacteria -and/or- viruses[‡] [on -or- from] [your] [children's] [toys⁹]
- Clean[s] away -and- kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of **must remove brackets around "99.9% of" when eliminate[s] in claim** [99.9% of] [the] bacteria -and/or- [other] germs[†] -and/or- viruses[‡] [commonly found in -and/or- on **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Clean[s] away -and- kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] -and/or- get[s] rid of **must remove brackets around "99.9% of" when eliminate[s] in claim** [99.9% of] cold viruses¹ -and/or- the flu virus² -and/or- cold and flu viruses⁶ [commonly found in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Clean[s] away -and kill[s] -and/or- eliminate[s] -and/or- destroy[s] -and/or- remove[s] and/or- get[s] rid of **must remove brackets around "99.9% of" when eliminate[s] in claim** [99.9% of] [the] flu virus² -and/or- virus[‡] -and/or- [other] germs[†] [commonly found in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Cleans -and/or- disinfects all in one step when following disinfection use directions
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Disinfect and scrub clean
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes for Auto -or- car Surfaces^p
- Drops -or- Slides into an empty [disinfecting] [wipes] canister -or- container
- Disinfecting wipes -or- formula
- Disinfects in [just] 5 min[utes]
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Disinfects with citric acid^p
- Destroys -or- Removes -or- Cleans [away] [soap] scum -or- grime -or- stains -or- soil [caused by bacteria]
- Don't stop [your] [family] life for cleaning -and/or- disinfecting
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe]
- [Each wipe is] [**Xx**] thicker for heavy duty -or- deep cleaning [and disinfecting]¹⁰
- [Each wipe is] strong enough to wipe away -and/or- clean weather-battered filth and disinfect
- [Easily²⁸ -and/or- Effectively -and/or- Conveniently] clean[s] -and/or- disinfect[s]
- [Easy²⁸ -and/or- convenient] way to clean -and/or- disinfect
- [Easy²⁸] Cleaning -and/or- disinfecting to go
- Easy -or- Simple -or- Quick-[to]-load[ing] refill -or- roll -or- [disinfecting] wipes
- Effective against Influenza A virus [[a] flu virus]
- Effective against Norovirus^o
- [Effective] [bathroom -or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner^p
- Eliminate[s] 99.9% of cold viruses¹ -and/or- the flu virus² -and/or- cold and flu viruses⁶ [commonly found in **insert use site(s) from Table 2** -and/or- on **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Eliminate -and/or- Remove Germs[†] -and/or- **must remove brackets around "99.9% of" when eliminate in claim** [99.9% of] bacteria in **insert use site(s) from Table 2** -and/or- on **insert surface material(s) from Table 3** -and/or- on **insert use surface(s) from Table 1**
- For daily [use] [cleaning -and/or- disinfecting]
- For use on hard, nonporous, non-food contact surfaces [including -or- of -or- in]: **insert use site(s) from Table 2**
- Gentle on surfaces³⁵, eliminates -and/or- kills 99.9% of germs[†]
- Give Dirt and/or Germs[†]
- [Great] Lint-free cleaning [and disinfecting]
- Helps kill 99.9% of germs[†] before they multiply and thrive
- [Hey] [Mom -and/or- Teachers][! -or- ,] [Be -or- Are you] Ready for [back-to-]school⁸ -and/or- [the] cold -and/or- flu season -and/or- the holiday [season][? -or- !]

- Ideal -or- Great for Cleaning and Disinfecting [your] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- It's a fresh start, unless you are a germ†
- Just one step kills 99.9% of germs† -and/or- bacteria
- Kills 99.9% of Bacteria -and/or- Viruses‡ -or- germs†
- Kills 99.9% [of] bacteria in [just] 30 sec[onds]⁵
- Kills [99.9% of] cold and flu viruses⁶ -or- viruses¹⁴ in [just] 30 sec[onds]
- Kills 99.9% of [common] bathroom -and/or- kitchen germs¹⁸
- Kills 99.9% of [common] [household] germs†!
- Kills [99.9% of] [common household] germs† to help reduce the cross contamination of germs† in high traffic areas -or- from surface to surface -or- from hot spots [to hot spot]
- Kills [99.9% of] germs† -and/or- bacteria where they hide
- Kills 99.9% of germs† before they [can] multiply and thrive
- Kills [99.9% of] germs† including the flu virus²
- Kills [99.9% of] Rotavirus
- Kills[:] [99.9% of] viruses¹ that cause cold and flu
- Kills 99.9% of odor-causing bacteria for a better clean
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor-causing] [Common] [household -or- kitchen -and/or- bathroom] bacteria⁵ [in just 30 sec[onds]]
- Kills 99.9% of Viruses‡ + Bacteria [on your **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**]
- Kills 99.9% of viruses⁶ that cause cold and flu
- Kill[s] -and/or- effective against [99.9% [of]] Salmonella enterica [(Salmonella)]
- Kill[s] -and/or- effective against cold viruses¹
- Kill[s] -and/or- effective against cold and flu viruses⁶
- Kill[s] -and/or- effective against flu virus²
- Kills bacteria -and/or- viruses that cause respiratory infection: Respiratory Syncytial Virus [(RSV)] [(the virus that causes colds)] -and/or- Human Coronavirus [(the virus that causes the cold -or- the cold virus)] -and/or- Influenza A Virus [a virus that causes the flu -or- flu virus]
- Kills[:] Cold & Flu Viruses⁶ -and/or- Staph¹³ -and/or- Salmonella¹² -and/or- Klebsiella aerogenes **tested as Enterobacter aerogenes**
- Kills Germs† -and/or- Flu Virus²
- Kills germs† that can hide in grime -and/or- kitchen messes -and/or- bathroom messes -and/or- bathroom hot spots
- Kills Influenza A Virus [(a virus that causes the flu)]
- Kills -or- Eliminates -or- Destroys -or- Gets rid of **must remove brackets around "99.9% of" when eliminates in claim** [99.9% of] [common -and/or- household] germs† -and/or- bacteria
- Kills -or- Eliminates -or- Destroys -or- Gets rid of **must remove brackets around "99.9% of" when eliminates in claim** [99.9% of] bacteria -and/or- germs† [all] around [your -or- the] bathroom -or- restroom -and/or- kitchen -and/or- school⁸ -and/or- classroom -and/or- home -or- house^P -and/or- office -and/or- work -or- office place
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses³
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A Virus [a virus that causes the flu] -or- Rotavirus
- [Kill[s] -or- Remove[s] -or- Effective against] [the following] [organisms:] **insert organism(s) from Disinfection Organism Table**
- Kills [the] [common] [99.9% of] cold⁶ -and/or- flu viruses⁶ including Influenza A Virus -and/or- Human Coronavirus
- Kills the viruses that cause[s] [the] [common] colds and/or flu⁶
- Leaves hard, nonporous surfaces disinfected
- Life [doesn't -or- shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Locks in -or- removes dirt, grease, and grime
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- [Low-streak -or- residue] [Formula -or- Wipe] [Great -or- Use it -and/or- For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surfaces]
- Makes cleaning -and/or- disinfecting -or- your job easier [in the kitchen -and/or- bathroom -and/or- house^P] [in the work -or- office place] [at work][‡]
- Moist with cleaners -and/or- disinfectants
- [More] efficient [bathroom -and/or- kitchen -and/or- home -or- household -and/or- office] cleaning -and/or- disinfecting
- Neutralizes germs† -and/or- repels dirt
- Neutralizes harmful bacteria & viruses‡
- One-step⁴ cleaning -and/or- disinfecting -and/or- deodorizing
- One step⁴ cleaning -and/or- disinfecting -and/or- deodorizing -or- Disinfect -and/or- touch-up clean -or- Cleans -and/or- disinfects -and/or- deodorizes Anytime -or- Daily -or- Every day -or- In one step⁴ -or- Everywhere indicated on the label -or- Anywhere^P indicated on the label
- [One step⁴ cleaning -and/or- disinfecting -and/or- deodorizing -or- Disinfect -and/or- touch-up clean -or- Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house^P [kitchen and bathroom] -or- All over your house^P
- Our longest lasting -or- thickest [disinfecting] wipe [ever]
- Patented -or- Advanced Disinfecting Formula
- Penetrates messes -or- soils -or- **insert soil(s)/stain(s) from Table 4**
- Plant-derived citric acid -and/or- disinfectant -and/or- cleaner -and/or- cleaning power ingredient
- Plus **insert product name or icon(s) representing product**
- Proven to Kill **insert number based on Organism Table** [Common] Viruses‡ and Bacteria
- Reaches the places [where] germs† hide
- Reduce[s] bacteria -and/or- viruses‡ -and/or- germs† on hard, nonporous surfaces [in your **insert use sites from Table 2**] [this cold -and/or- flu season]
- Reduce[s] bacteria on hard, nonporous surfaces [in your **insert use site(s) from Table 2**]
- Remove -or- Eliminate -or- Kill **must remove brackets around 99.9% of when eliminate in claim** [99.9% of] cold and flu viruses⁶ -or- cold virus¹ -or- flu virus² [this season]
- Remove -or- Eliminate -or- Kill **must remove brackets around 99.9% of when eliminate in claim** [99.9% of] viruses⁶ that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Eliminating **must remove brackets around 99.9% of when eliminating in claim** [99.9% of] germs† -or- bacteria -and/or- viruses‡ for [nearly] **insert number** years
- Removes -and/or- Controls **insert number between 90 and 99.9%** of common [indoor -and/or- outdoor] allergens⁷
- Removes dirt -and/or- [grease] -and/or- [soap scum] that can promote bacteria growth
- Removes germ† residue¹¹

- Removes [More than] 99% of [Pet] Allergens⁷
- Removes -or- Controls common [indoor] [and outdoor] allergens⁷ [of concern]
- Removes -or- Eliminates -or- Kills 99.9% of viruses⁶ that cause cold and flu
- Sanitizes in [just] [30 sec[onds⁵]]
- [Say] Boo to the Influenza Virus² [this year -or- winter -or- flu virus² season] [with **this product**]
- Say goodbye to germs[†] and harsh chemicals
- Send Germs[†] Packing
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- Stackable [disinfecting -and/or- wipes] refills -or- packages -or- pouches
- Targeted pH for cleaning -and/or- disinfection
- Targets the places where bacteria hide and multiply^P
- [The] easy way to clean -and/or- disinfect [all over^P -and/or- your -or- the bathroom -and/or- kitchen -and/or- house -and/or- office -and/or- work[place]]
- [**The product** [is -or- are] the easy²⁸ way to [touch-up] [clean -and/or- disinfect
- [**This product**] are your daily defense against germs[†]
- [**This product**] Removes [more than -or- greater than -or- over **insert number between 90 and 99.9%** of] [the following allergens]: **insert allergen(s) from allergens listed in footnote 7**
- The scrubbing [power -and/or- side] of a sponge in a disinfecting wipe
- Thicker -and/or- Heavier wipe for [cleaning] your biggest messes [and disinfecting [hard, nonporous surfaces]] [all around the house -or- home^P]
- This cleaner -and/or- disinfectant combines cleaning and disinfecting [in one product] [in one step⁴]
- This product has demonstrated effectiveness against Influenza A Virus
- [Touch-up] Clean[s] and disinfect[s]
- TripleWeave[™] Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs[†]] -or- [Multi-Surface Wipe]
- TripleWeave[™] Texture, removes [more than] 99% of allergens⁷
- Use in public -or- common places where [bacteria -and/or- viruses[†] -and/or- germs[†] may be of concern] [you are concerned about bacteria -and/or- viruses[†] -and/or- germs[†]] [on hard, nonporous surfaces]
- Use [in public -or- common] places where germs[†] may be of concern -or- you are concerned about germs[†]
- Use [in [public] places] where germs[†] may be of concern
- Use on hard, nonporous, non-food contact surfaces [such as] [in]: **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use **the product** -or- wipes to disinfect -and/or- touch-up clean
- [Wet] [household -and/or- disinfecting] wipes
- Wipe & disinfect stovetops³⁸
- Wipe [with] [look -or- pattern -or- color] disinfects -and/or- scrubs -and/or- [designed to] absorb[s] grease -and/or- [has -or- with] thicker texture³³ -and/or- cleans farther³³
- Wipes Away [**insert number between 90 and 99.9%** of] [The Most] [Common] Allergens⁷
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting

Emerging Viral Pathogen Claims

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions for use indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category:

- Enveloped virus
- Large non-enveloped virus

| <i>For an emerging viral pathogen that is an:</i> | <i>... following the directions for use for the following organisms on the label:</i> |
|---|---|
| Enveloped virus | Rotavirus Norovirus [◊] |
| Large non-enveloped virus | Norovirus [◊] |

This product has demonstrated effectiveness against viruses similar to ***insert name of emerging virus*** on hard, nonporous surfaces. Therefore, ***this product*** can be used against ***insert name of emerging virus*** when used in accordance with the directions for use against ***insert name of supporting virus(es)*** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at ***insert pathogen-specific website address*** for additional information.

Insert name of illness/outbreak is caused by ***insert name of emerging virus***. ***This product*** kills similar viruses and therefore can be used against ***insert name of emerging virus*** when used in accordance with the directions for use against ***insert name of supporting virus(es)*** on hard, nonporous surfaces. Refer to the CDC -or- OIE website at ***insert pathogen-specific website address*** for additional information.

Organism Table

| <i>Disinfection</i> | | |
|---|---|----------------------------|
| <i>Bacteria</i> | <i>Strain and/or ATCC</i> | <i>Contact Time</i> |
| Pseudomonas aeruginosa [(Pseudomonas)] | [ATCC 15442] | 5 min[utes] |
| Salmonella enterica [(Salmonella)] | [ATCC 10708] | 5 min[utes] |
| Staphylococcus aureus [(Staph)] | [ATCC 6538] | 5 min[utes] |
| <i>Viruses Enveloped</i> | | |
| <i>Strain and/or ATCC</i> | <i>Contact Time</i> | |
| ‡Human Coronavirus | [ATCC VR-740 Strain 229-E] | 30 sec[onds] |
| ‡Influenza A Virus [Flu Virus] | [ATCC VR-544] [Strain A/Hong Kong/8/68] | 30 sec[onds] |
| ‡Respiratory Syncytial Virus [(RSV)] | [ATCC VR-26] [Strain Long] | 30 sec[onds] |
| <i>Virus Large Non-Enveloped</i> | | |
| <i>Strain and/or ATCC</i> | <i>Contact Time</i> | |
| ‡Rotavirus | [ATCC VR-2018] [Strain WA] | 5 min[utes] |
| <i>Virus Small Non-Enveloped</i> | | |
| <i>Strain and/or ATCC</i> | <i>Contact Time</i> | |
| ‡Norovirus [◊] | [ATCC VR-782] [Strain F-9] | 5 min[utes] |
| <i>Sanitization (non-food contact)</i> | | |
| <i>Bacteria</i> | <i>Strain and/or ATCC</i> | <i>Contact Time</i> |
| Klebsiella aerogenes <i>tested as Enterobacter aerogenes</i> | [ATCC 13048] | 30 sec[onds] |
| Staphylococcus aureus [(Staph)] | [ATCC 6538] | 30 sec[onds] |

General/Miscellaneous Claims

- [+1] [Free] [bonus] [sample] [pack] [with a free] [Try a -or- our] [Comes with] [with] [Take a] [*insert product name* -and/or- *insert fragrance descriptor(s)*] wipes [Home]
- 1 job, 1 wipe. [*insert number* < 50%] Thicker for Powerful Cleaning¹⁰
- #1 Cleaning Wipe
- 1 -or- one[-]handed dispensing -and/or- [flip &] pull
- 2 in 1 Cleaner & [Air] [Room] Freshener
- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger¹⁰ -or- [100 or 200]% stronger [textured] [wipe]¹⁰
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger¹⁰
- 2x Thicker. 2x Longer Lasting¹⁰
- 2x strength [and durability]¹⁰
- 3 Canisters With 3 Matching Refills [Pouches]
- [3 in 1] Cleans -and/or- Deodorizes -and/or- Freshens
- 3 textured layers
- 3X -or- 4X -or- 5X Cleaning Power¹⁹
- 3X -or- 4X Cleaning Power: Thick, strong, long lasting, [scrubby] texture
- 3X -or- 4X -or- 5X Cleaning Power[:] Thicker -and/or- Stronger -and/or- Longer lasting -and/or- More cleaning solution -and/or- Scrubby [texture]¹⁰
- 4 -or- 3 Products [in 1]¹¹ [Container] [of This Product -or- *insert ABN*]
- 4 Refill Pouches for *insert number*-Count Canisters
- 4x Cleaning Action[:] Deodorization, [Kitchen] Grease, Soap Scum, [Floor] Soils
- 5X Stronger for a Powerful Clean⁵
- *insert number* between 5 and 15x Cleaning Power³¹
- [*insert number* < 50%] Thicker -or- Textured [for more Cleaning Power] [for more Scrubbing Power]¹⁰
- [*insert number* < 50%] Thicker! 4X Cleaning Power¹⁹
- *x*% thicker²⁵ -or- triple layered -or- *x* layers [,] [cleans *Xx* -or- *x*% more⁵ -or- lasts *Xx* -or- *x*% longer⁵ -or- cleans *Xx* better⁵ -and/or- tear resistant]
- [Look][*x*% thicker²⁵ -or- Tripled layered -or- *x* layers for] *xX* [cleaning] action³⁷ -or- power³⁷
- [*Xx*] more cleaning layers [in every wipe]²⁵
- *XX*% Thicker^{10!} [Cleans Tough Messes]
- *XX*% faster *insert soil(s)/stain(s) from Table 4* removal²¹ -or- 25-or- ⁵
- *packaging* [Adhesive] Comes off cleanly
- *packaging* [Adhesive] Holds on strongly
- *packaging* [Adhesive] Removes without damage [or residue]
- *packaging* [Adhesive] Removes without damaging [most] [household] surfaces
- Advanced triple weave texture. Cleans 2X Better⁵ [on Soap Scum -and/or- Grease -and/or- Grime]
- After use, just toss wipes away
- Also available in [the] *insert fragrance descriptor(s)* [varieties]
- Also available in the *insert number* count size
- [Also] Great -or- Made -or- Works [well] -or- Appropriate on -or- for *insert surface material(s) from Table 3* -and/or- *insert surface(s) from Table 1* [with -or- because of or- due to] [the] [low-streak -or- low-residue formula]
- Also try -or- learn more about [our -and/or- other -and/or- convenient] Clorox® wipes, go to -or- visit www.clorox.com
- [Also] Try [These] [Other] Clorox® products -or- wipes[!]
- Amazing [transporting] [scents]
- [A(n)] [Even -and/or- Better -and/or- Great -and/or- Easy] Everyday cleaner
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach [‘em -or- them] [wipes] where you need -or- use [‘em -or- them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached [to] tile -and/or- glass -and/or- mirrors -and/or- windows -and/or- finished wood -and/or- cabinets -and/or- metal surfaces -or- metal appliances -and/or- painted wallboard -and/or- plasterboard -and/or- drywall
- Available in *insert number* other designs
- Back-to-school⁸ [essential]
- Be ready for school⁸ by including *this product* on your [back to school⁸ -and/or- home] shopping list
- Better -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*
- Better Clean, Brighter Day
- Better -or- Stronger -or- Thicker Wipe!
- Big[er] messes call for a better -and/or- stronger -and/or- thicker -and/or- heavier wipe¹⁰
- Big size
- [Big] [Value] Can
- [Bleach-free] Clean [from Clorox®] to -or- on the go -or- and go
- Bleach[-]free [formula]
- Bonus[!] -or- Combo -or- Family -or- Variety Pack [includes:]
- Built for on-the-go
- Botanically derived citric acid
- Box Tops for Education
- [Buy] One -or- Two -or- 1 -or- 2 for *insert use site(s) from Table 2*, one -or- Two -or- 1 -or- 2 for *insert use site(s) from Table 2*
- [Buy] Two for home, one for school⁸ -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a purse -and/or- pocket -and/or- diaper bag²⁶ -and/or- backpack -and/or- glove compartment -or- box -and/or- car -and/or- minivan and/or- SUV [lunch box -or- bag] [briefcase -and/or- luggage -and/or- suitcase]
- Can use in every room of your house³⁶ -and/or- P
- Cast your [design] vote [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting *insert number*]
- Citric acid active ingredient
- Citric acid cleaning power
- Citric acid fermented from [real] plants
- Citric acid from [real] plants
- Citric acid from corn -or- plants
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- *this product*
- Clean up the classroom [with *this product* -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- Cleaning for a reason
- [Cleans] *Xx* better -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime¹⁰
- Cleans *Xx* better²¹ -or- 25 *X is a number less than 10*

- [Cleans] **Xx X is a number between 1 and 10** better -and/or- faster -and/or- more [on] [Kitchen] Grease -and/or- [Soap] Scum -and/or- [Kitchen] Grime³³
- Cleans **Xx** better³³ **X is a number between 1 and 10**
- Cleans **Xx** -or- **x%** more[‡]
- Cleans **Xx** -or- **Y%** more³³ **X is a number between 1 and 10. Y is a number between 1 and 100**
- Cleans [**Xx** -or- **Y%**] tougher messes³³ **X is a number between 1 and 10. Y is a number between 1 and 100**
- Cleans 2X As Much Surface Area -or- Dirt -or- [better on] Soap Scum -and/or- Grease & Grime] -and/or- Grime -or- Grease[‡]
- Cleans **Xx** as much surface area -or- dirt -or- [better on] soap scum -and/or- grease & grime -and/or- grime -or- grease³³ **X is a number between 1 and 10**
- Cleans 2x better¹⁰ -or- [‡] [on Soap Scum, Grease and Grime]
- Cleans **Xx** better³³ [on soap scum, grease and grime] **X is a number between 1 and 10**
- Cleans and leaves [a pleasant] scent
- Cleans Surfaces
- Cleans surfaces at -or- in **insert use site(s) from Table 2**
- Cleans and shines hard surfaces
- Cleans Better! [Low -or- Less Residue Left Behind!]
- Cleans more surface area[‡]
- Cleans more surface area³³
- Cleans multiple surfaces
- Cleans [on the spot] with [a] fresh -and/or- pleasant -or- nice -or- good -or- great -and/or- strong -and/or- relaxing -or- pleasing -and/or- warm -or- **insert fragrance descriptor(s)** -or- fragrance smell -or- scent
- Cleans -or- Breaks through [dirt and] grime
- Cleans -or- Removes -or- Good for -or- Great on -or- Works great on kitchen -and/or- tough -and/or- soap scum -and/or- baked-on grease -and/or- soils -and/or- **insert soil(s)/stain(s) from Table 4** -and/or- messes -and/or- spaghetti sauce -and/or- kitchen messes -and/or- dirt -and/or- bathroom messes -and/or- pet areas -and/or- stains -and/or- soils
- Cleans stains -or- spills -or- messes **XX** times its size
- Cleans to a shine!
- Cleans [tough] **insert soil(s)/stain(s) from Table 4** on your floors
- Cleans with citric acid
- Clear-Drying Formula for Multiple Surfaces
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- [Cloth-like] [softer] [feel]
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Compact size [fits anywhere -and/or- easy to store]
- Compact size [for storage]
- Compare [and buy -or- choose]
- Compare -or- Try [Our -or- these] [other great] Wipes
- Complete Refill Pack for **insert number** [Club Pack]
- Contains cleaning formula with premium large size, non-linting wipe
- [Convenient and] easy to use
- Convenient [cart cleaning]
- [Convenient] Size
- Convenient, [tough] [real] cleaning!
- Convenient wipes that give you a powerful clean with a fresh, beautiful scent
- Costco Exclusive! [Our] Thickest **insert this product ABN**
- Creativity starts with a clean space
- Cross me off your back-to-school⁸ list
- Cuts cleaning time by **Xx**¹⁹
- Decorate your home -and/or- kitchen -and/or- bathroom -and/or- office counter[']s -and/or- bathrooms [with designer wipes]
- [Decorative -and/or- Beautiful -and/or- Pretty -and/or- Hip -and/or- Fun] -and/or- Trendy] [Oval] packaging -or- packages -or- canisters -or- containers -or- shapes
- Defend against dirt
- Demolishes Even Stuck on Messes
- Deodorizing -and/or- deodorizes
- Designed to Leave Out on the Counter[!]
- [Designed with] [micro-scrubbers] [to] clean[s] [2X -or- 3X -or- 4X] as much surface area -and/or- dirt -and/or- soap scum -and/or- grime -and/or- grease¹⁰
- Designer -or- Decorator -or- Holiday -or- Seasonal series -and/or- Collection
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- Dispensing is effortless!
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- Dissolves grime
- Dissolves grease in seconds²⁹
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Does not contain bleach
- Does not leave greasy appearance or feel
- Donate **this product** [to your child's classroom -or- school⁸]
- Don't let your Holidays Get Messy
- Don't miss a beat with **this product**
- Double -or- Dual -or- Two-sided [scrubbing] [wipes]
- Double -or- Super Value [Size -and/or- Pack]
- [Double -or- Triple] Reinforced wipe
- Dries clear
- Dual action
- DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -and/or- dirt -and/or- messes]
- Dual-purpose wipe. Cleans and wipes away⁴⁰ messes.
- Dual Sided: For Quick³⁹ Cleaning AND Textured for Tough Messes
- [Dual sided:] **insert number less than 10X** -or- **less than 1000%** stronger[‡] -and/or- tougher[‡] blue fibers -and/or- and particle -and/or- dirt-catching -and/or- trapping ridges -or- pockets
- [Dual sided] [wipe/action:] [1)] blue [microweave] fibers [to] scrub [tough] messes, [2)] patented -and/or- textured -and/or- quilted -and/or- diamonds- and/or- ridges lift -and/or- trap **insert soil(s)/stain(s) from Table 4**
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn -and/or- baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- Dual-sided wipe. Scrubby on messes, smooth on surfaces.
- [Dual sided] [with] [Strong -or- tough] blue fibers -and/or- **insert soil(s)/stain(s) from Table 4**-catching ridge
- [Each -or- quilted wipe] cleans as much as **X** [regular] **non-registered Clorox product. X is a number from 1 to 10**
- [Each -or- quilted wipe] cleans as much as **X** [regular]³³
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs.³³] [for more cleaning power -or- extended -or- extra strength cleaning]
- [Each -or- quilted wipe has] 2x [the] cleaning agent -or- power -or- solution -or- liquid [vs. **non-registered Clorox product**] [for more cleaning power -or- extended -or- extra strength cleaning]

- [Each -or- quilted wipe is] [designed to] stay[s] wet longer^[33] [for **Xx** the cleaning power -or- extended cleaning]
- [Each -or- quilted wipe is] [designed to] stay[s] wet longer [than **non-registered Clorox Product**] [for **Xx** the cleaning power -or- extended cleaning] **X is a number between 1 and 10**
- [Each -or- quilted wipe] Keeps cleaning when other wipes¹⁰ stop -or- can't -or- quit
- [Each -or- quilted wipe] lasts [**Xx**] longer^[33]
- [Each -or- quilted wipe] lasts [**Xx**] longer [than **non-registered Clorox product**] **X is a number between 1 and 10**
- [Each wipe] cleans as much [mess] as a spray cleaner and **X** paper towels
- [Each wipe has] **Xx** more cleaning power^[33]
- [Each wipe has] **Xx** more cleaning power [than **non-registered Clorox product**] **X is a number between 1 and 10**
- [[Each wipe has] **X%** more cleaning power^[33]
- [Each wipe has] **X%** more cleaning power [than **non-registered Clorox product**] **X is a number between 1 and 50**
- [Each wipe has] 2x/3x/4x more cleaning power to tackle [tough] outdoor messes -or- jobs[‡]
- [Each wipe has a] cloth-like feel [for a cloth-like clean] -or- [for more cleaning power] -or- [for longer cleaning] -or- [to stay wet longer][‡]
- [Each wipe has an] extra thick [core]
- [Each wipe has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeave[™] -or- MoistureLock Technology [for cleaning [3x] more^[33]
- [Each wipe has] -and/or- [With] DuraThick -or- UltraThick -or- MegaThick -or- TripleWeave[™] -or- MoistureLock Technology [for cleaning [**Xx**] more than **non-registered Clorox product**] **X is a number between 1 and 10**
- [Each wipe has] -or- [With] -or- [Quilted wipe with] Time Release Technology [to stay wet longer -and/or- for more cleaning power]^[33]
- [Each wipe has] -or- [With] -or- [Quilted wipe with] Time Release Technology [to stay wet longer, for more cleaning power] [than **non-registered Clorox product**]
- [Each wipe is] **X%** more effective at cleaning messes^[33]
- [Each wipe is] **X%** more effective at cleaning messes [than **non-registered Clorox product**] **X is a number between 1 and 100**
- [Each wipe is] [so] [strong] [that it] -or- [enough to] power[s] through [even] your biggest messes
- [Each wipe is] [**Xx**] thicker[‡]
- [Each wipe is] [**Xx** / **X%**] thicker^[33]
- [Each wipe is] [**Xx** -or- **Y%**] thicker than **non-registered Clorox product**. **X is a number between 1 and 10. Y is a number between 1 and 100**
- [Each wipe is] extra thick for -or- to clean[ing] [the -or- your] biggest -and/or- heaviest -and/or- toughest messes
- [Each wipe is] versatile for deep -and/or- and touch-up cleaning
- [Each wipe] thoroughly cleans visib[ly] and high[ly] soiled surfaces -or- heavy -or- your biggest messes
- Easier -or- Easy [to Use] [Dispensing -or- Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- [Easily] Grab [wipes] one at a time
- Easy -and/or- Flat -and/or- Flexible -and/or- Soft -and/or- Pull -and/or- N'Go -and/or- Pac[k] [Fits in [the] small spaces]
- Easy -and/or- pull -and/or- flat -and/or- flex -and/or- flexible -and/or- soft -and/or- compact -and/or- pack[age] save[s] space[!]
- Easy -and/or- Simple Dispensing!
- Easy Breezy Dispensing
- Easy-carry handle
- Easy dispensing
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- Easy [one-handed] dispensing [for quicker³⁹ cleans]
- [Easy] One-handed dispensing -or- Dispense [wipes] with [only] [just] one hand
- Easy -or- Better -or- Advanced Dispensing
- Easy -or- Better -or- Dispensing Lid -or- Closure -or- Cap
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy pull from start to finish
- Easy pull; saves time
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage
- Easy to carry
- Easy to grip -and/or- hold -and/or- handle
- Easy to Open -or- Thread
- Easy [to] pull [wipes]
- Easy to store [& stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Easily keep your car [or truck] clean
- [Easily] Lifts away dirt, dust and debris [from auto -or- car] [surfaces]
- Easily removes ground in dirt, dust & grime
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils -or- **insert soil(s)/stain(s) from Table 4**] [grime] [soap scum][!]
- Easily wipe away dirt, debris, dust & grime
- [Easily] wipes clean
- Effortless cleaning with one hand
- Effortless dispensing!
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- Eliminates dirt and soils -or- **insert soil(s)/stain(s) from Table 4**
- [Enjoy] enhanced Scents & Clorox[®] cleaning power – All -or- 2 in 1[!]
- Enter -or- Vote [now] [and win]
- [Even] Better scrubbing -and/or- cleaning [power]
- [Even] more wipes [per package -or- container -or- canister]
- Even stronger -and/or- more durable [than ever]
- [Even] stronger than [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday bathroom -and/or- kitchen] messes -and/or- build-up
- [Even] stronger [wipes] [a] [Better Wipes]³³
- Every hard, nonporous surface in [your -or- the] [kitchen -and/or- bathroom -and/or- house] deserves -or- can -or- could use a wipe
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra strength cleaning
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Feels -or- works like a cloth
- **This claim is not to be used with any one-step cleaning and disinfecting claim on the label** Fights -or- Cuts [Through] -or- Cleans and wipes out⁴⁰ [tough] [kitchen] Grease[,] [Wipes Clean]
- Fits almost anywhere^[\$\$\$]

- Fits [in] [a[n] -or- your] [current -or- existing] [*insert number*] [Clorox®] [wipes] canister -or- container
- Fits in your -and/or- car glove compartment
- Fits [Swiffer®] [Sweeper] [most] Mop[-]heads [sweepers]
- [Flat -and/or- Flexible -and/or- Soft] [Pack] Fits in [your -or- the] purse -and/or- glove compartment -and/or- diaper bag²⁶ -and/or- gym bag
- [Flip top -and/or- Patented lid] Easy to pull
- For a cleaner -and/or- fresher bathroom -or- restroom -and/or- kitchen -and/or- home -or- house -and/or- place -and/or- work -or- office [place]
- For a Complete Clean [that] You Can See & Smell
- **For CSFs with no fragrances** Fragrance -or- scent free
- **For CSFs with no fragrances** Free and clear
- **For CSFs with no fragrances** No fragrance s -or- scents [added]
- **For CSFs with no fragrances** Unscented
- For [light] -or- touch-up – daily -or- quick³⁹ cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- For tough messes throughout the house^P
- For use at home or in public areas -or- places
- For use at home or on the go
- [For] use in *insert surface(s) from Table 1*
- For use on grocery cart and basket handles
- For use while traveling
- Free from -and/or- No ammonia -and/or- [no] fumes -and/or- [no] quats -and/or- [no] bleach -and/or- [no] quaternary disinfectants -and/or- [no] phosphorous -and/or- [no] gluten -and/or- [no] parabens -and/or- [no] phthalates
- Free[!] Sample
- Freshens the -or- your bathroom -and/or- restroom -and/or- kitchen -and/or- home -or- house -and/or- work -or- office [place]
- From windows to wood²³ and everything in between
- [Gentle] Formula cleans and quickly³⁹ lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A Variety Of -or- Multiple Surfaces *insert surface(s) from Table 2*
- Get -or- Choose -or- Pick the -or- a right -or- best wipe [for] you -or- your -or- the job
- Get 1 wipe at a time, every time!
- Go to cloroxforschools.com for details -or- information on how to donate
- Grab [a] wipe [and wipe] with [just -or- only] one hand
- Grab & go [handi wipe -or- portable pack] -and/or- saves time -and/or- for all messes]
- [Great] For floor [touch-ups]
- Great for [the -or- your *insert use site(s) from Table 2*] [use on *insert use surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*][!]
- Great for [those -or- life's -or- your family's] unexpected messes
- Great for the road -and/or- travel -or- traveling!
- [Great -or- Perfect] [for] [Take [It] -or- Taking it] [Clean[ing]] On the Go[!]
- [Great] scent[,] [great] wipe
- Great for *insert surface material(s) from Table 3*
- Great for the classroom
- [Great] for [the] schools⁸ -and/or- classrooms
- [Great] For touch-up cleaning
- [Great] For traveling
- [Great] For use at work
- [Great] For use in public restrooms
- [Great] For use on hard, nonporous surfaces
- Great for your car's dashboard, vinyl, consoles and more!
- [Great] Lint-free cleaning
- Great on -or- works on[:] *insert surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3*
- Great -and/or- Perfect [size] for [the -or- your][:] *insert surface(s) from Table 1* -and/or- *insert surface material(s) from Table 3* -and/or- *insert use site(s) from Table 2* -and/or- cars -and/or- glove compartments -or- boxes -and/or- purses -and/or- diaper bags²⁶ -and/or- gym bags -and/or- travel -and/or- public restrooms -and/or- public areas -and/or- grocery carts -and/or- hotels -and/or- airplane trays -and/or- changing tables[!]
- Great -or- ideal -or- Suitable for -or- Compatible with *insert surface(s) from Table 2*
- Great -or- perfect -or- essential -or- 4 -or- for [back-to-]school⁸ -and/or- home -and/or- classroom
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- Great [scent] for the -or- your *insert use site(s)*
- Great [value -and/or- for] [school⁸ -and/or- home -and/or- back to school⁸ -and/or- spring cleaning -and/or- holidays]
- Grease Fighting Formula cuts cleaning time by **Xx**[‡]
- Guaranteed to not dry out!¹⁵
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to repel tough stains!^[21 -and/or- 20]
- [Guaranteed] Wipes stay moist¹⁵ -or- wet
- Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
- Hassle free dispensing
- Hassle free lid
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [easier-to-use] [tissue-like dispenser -or- packaging] [*this product*] [oval] [package -or- design]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Helping Classrooms Thrive with DonorsChoose.org
- [Hey Mom] Take this -or- *this product* to [my] classroom -or- school⁸ -or- teacher
- [Hey Mom] Take *this product* -or- me to [my] classroom -or- school⁸ -or- teacher
- Holds up to your toughest messes -or- jobs -or- stains
- Home. Clean. Clorox®
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- [Individual] refills -or- rolls -or- package -or- pouch [stay[s]-or- keep[s]] moist -and/or- fresh
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]
- Individually wrapped for freshness -and/or- moisture-protection
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to stay -or- keep moist -and/or- fresh
- [Individually wrapped to be] As fresh as your regular -or- normal -and/or- disinfecting wipes
- Individually wrapped to preserve freshness -and/or- moisture
- Infused with citric acid
- Infused with plant based extracts
- **Insert designer name** Designer Collection -and/or- Series
- **Insert number less than 10X** strength[‡] -or- Toughness[‡] -and/or- [tough] dirt -and/or- grime-trapping -or- catching fibers -or- ridges
- **Insert number less than 10x** stronger[‡] [with] [tough] [blue fibers] to outlast -or- power through tough messes

- **Insert number less than 10X** scrubber[‡] -or- ¹⁰ [for] [to tackle] [on] [stuck -or- dried -or- burnt on -or- sticky messes]
- **Insert number less than 10X** strength[‡] [with] [tough -or- strong -or- powerful] [blue -or- ToughBlue -or- Microweave] fibers -and/ or- ridges [to clean -or- on -or- that trap -or- pick up] [tough messes -or- **insert soil(s)/stain(s) from Table 4**]
- **Insert number less than 10x** stronger³³ -and/or- ²⁵ to remove [tough] stains
- **Insert number less than 10x** tougher -or- stronger -or- more powerful -or- better³³ -and/or- ²⁵ on grease -or- soap scum -or- tough messes
- **Insert number** canisters = **insert number** [regular] canisters³²
- **Insert number; number will be struck over with “x” insert number larger than first number** wipes[!]³²
- **Insert number** more -or- extra wipes³² [per canister -or- pack]
- **Insert number** wipes [per canister -or- per pack]
- **Insert number%** thicker [and more textured]²⁵ for -or- to outlast tough[er] messes
- **Insert number** free -or- extra -or- more wipes
- **Insert number%** off
- **Insert number** wipes [per package -or- container -or- canister]
- [Includes] **insert number** count refill [pack] -or- Contains **insert number** wipes
- **Insert number** [more] [wipes] for the price of **insert price!**
- **Insert number%** [cheaper -or- less expensive] [off]
- **Insert number%** [more] [value -and/or- affordable]!
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- **Insert number%** more [wipes]!
- **Insert percent** Bigger [quilted] [wipes¹⁶] [to tackle -or- power through -or- outlast tough messes]
- **Insert percent** more wipes¹⁶
- **Insert wipe dimensions** wipes
- [It's] the easy way to grab a wipe
- Just drop -or- slip -or- slide the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Just pull, wipe clean and toss
- Keep kitchen surfaces clean and streak-free!
- Keep -or- Carry [one -or- some -or- a package -or- pouch -or- pack] in your purse -and/or- diaper bag²⁶ -and/or- backpack -and/ or- gym bag
- Lasting Freshness
- Lasts **Xx** -or- **x%** longer[‡]
- [Leave[s] -or- Leaving Behind] [a] Delightful[ly] [Fresh -and/or- Amazing] Scents!
- Leave me out on the counter [to make cleaning easier]!
- Leaves your home looking like new
- Leaves your **insert use site(s) from Table 2** fresh and clean
- Leaves Your Surfaces Gleaming
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Lift away dirt and debris
- Lifts stains and soils instantly
- Light[ly] scent[ed]
- Limited Edition
- Lint-Free Cleaning Wipe
- Lint-free – won't leave greasy residue on hands
- Long lasting [clean] [scents]
- [Look] Less streaking -or- residue
- Look[ing] for all **insert number** -or- other designs [to match your home]
- Look out [on shelf -or- in stores] for [a] [our] [decorative -and/or- beautiful -and/or- pretty -and/or- hip -and/or- fun -and/or- trendy -and/or- Designer] [Series] packaging -or- canisters -or- containers -or- [oval] [packages -or- shapes]
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [Delivers] a Clean you can [see -and/or- smell -and/or- feel -and/or- notice]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [exterior surfaces of stovetops³⁸ -and/or- microwaves -and/or- refrigerators³⁸ -and/or- faucets -and/or- sinks] -or- stovetop exteriors³⁸ -and/or- microwave exteriors -and/or- refrigerator exteriors³⁸ [, too]
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout -or- around] [in -or- the -or- your] [house^P]
- Low[er] streak[ing] formula
- Lower cost per wipe
- Made with xx% Less Plastic[!] / Less Packaging[!]
- Made with plant-derived citric acid
- Makes daily cleaning easy [easier than ever]![‡]
- Make Heavy Duty Cleaning Easy
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Makes your job easier in the kitchen -and/or- bathroom[‡]
- Manufactured -or- Assembled in the USA
- Match me to your home décor!
- Maximum Cleaning, Minimum Effort
- Mega [XL] pack
- Mixed [refill -or- pouch -or- canister] Pack
- Moist Household [Cleaning] Wipes
- Moisture -or- patented -or- tight lock -and/or- lid[,] [keeps wipe wet]
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] **insert number** Pack
- More durable¹⁰
- More [of the great] product -or- wipes for less!
- Multi-refill pack
- More wipes, more savings³²
- Multi-Purpose Cleaning Wipes

- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface formula -and/or- wipe
- NEW **in circle - sticker**
- New Year. Fresh Start.
- No bleach [(we promise)]
- No chemical smell
- No Hassle Lid -or- Cap
- No lingering residue
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No- -or- Low-Streak Formula! [Cleans better!] [Low -or- Less Residue Left Behind!]
- No residue [on stainless steel]
- [No-streak] -or- [Streak-free] formula
- No surface damage²⁹
- No threading [required]
- No-Touch [Easy] Refill
- No wasted wipes
- Non-Flushable
- Not for Individual Sale
- [Now is your chance to] Customize your [wipes] canister]
- Odor-neutralizing [fresh] [scents -and/or- technology -and/or- formulas]
- [One canister has] more cleaning power than **X** rolls of paper towels
- One-Handed Dispensing[!]
- One side is like a scrubbing sponge, the other is like a wipe
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces
- [One wipe] cleans [an entire] -and/or- [a 12-person] dining room table
- [One wipe] cleans an entire bathtub -or- refrigerator exterior -or- room -or- kitchen -or- bathroom
- One Wipe cleans your kitchen counters -and/or- table -and/or- stovetop³⁸
- One Wipe, Multiple Surfaces
- Opens with one hand
- Our #1 -or- smartest -or- brightest -or- brilliant -or- best choice -or- value [pack] for B[ack][i>[-]t[o][i>[-]S[chool]⁸ -and/or- school⁸ & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers
- Our Best -or- Advanced -or- Easiest -or- Smoothest Dispensing [Ever!]
- [Our] better -or- best look
- Outdoor dirt -or- grime calls for a better -or- stronger -or- thicker -or- heavier wipe¹⁰
- Paper towel size [8.5"x11"]
- Part of [a] Multi-Pack
- Patented -or- Exclusive formula -or- wipe
- Penetrates Dirt for **X** more Cleaning Power¹⁰
- Perfect for cleaning up around the toilet
- Perfect -or- Great for outdoor dirt -or- grime -or- furniture^P
- Perfect -or- Great for patio furniture^P
- [Perfect for] Use with the **this product** easy start lid
- Perfect size for kitchens -and/or- bathrooms
- Picks up -and/or- traps dirt -and/or- crumbs -and/or- hair
- Plant-based cloth
- Plant based substrate
- Pop-up [top]
- Portable -or- Can be reattached [with bracket]
- Portable size
- Powerful citric acid cleaner
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car surfaces
- Powerful[ly] Clean, Delightful[ly] [Re]Fresh[ing] Scents!
- Powerful Clorox {Cleaning} Formula and Compatible for auto -or- car surfaces
- Powering Classrooms with DonorsChoose.org
- Cleans and powers through⁴⁰ [tough] Grease -and/or- Soap Scum -and/or- Grime [the first -or- 1st time]
- Powers through⁴⁰ by cleaning grease -and/or- lifting dirt
- [Premium] -or- [Thicker] wipe [for more cleaning power]
- Prevents wipes from bunching!
- Proprietary lid -or- Moisture lock lid
- Proud partner/sponsor of DonorsChoose.org
- Pulls -or- dispenses one -or- 1 [wipe] at a time!
- Pull 'n' go
- Pull-N-Wipe Lid -or- Cap
- Pulls Wipes Effortlessly [Every Time]!
- Pull wipes [from center [opening]] [like a tissue]
- Put me on -or- add me to your school list; take me to school⁸
- Put **this product** on your school⁸ supply list to help keep your child's classroom clean
- [Put[s]] wipes where you need -or- use them -or- want them
- [Put[s]] wipes within [easy] [arm's] reach -or- at your fingertips
- Quick³⁹ and Easy Cart Cleaning
- Quick³⁹ and Easy Cleaning Everywhere^P
- Quick³⁹ and Easy Cleaning for Kitchen Surfaces^P
- Quick³⁹ auto -or- car interior cleaning
- Quick³⁹ clean-up for the holidays
- Quick-clip -or- convenient handle
- Quick³⁹ pull [wipes] for a faster clean
- Quilted [cleaning][!]
- Quilted substrate -or- wipe cleans better^f
- Ready pull
- Refill for [a(n) -or- your] [current -and/or- existing] **insert number** [Wipes] **this product** canister -or- container
- Refill pack
- **Refill** Less plastic -or- waste -or- material [to throw away]
- [Refill -or- Pouch -or- Canister] Combo Pack
- Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
- **Refills** [Package] Made from -or- with -or- Uses **insert number%** less plastic -or- waste -or- material
- Refills save you money
- Regular [wipe] [size] -or- Large [wipe] [size]
- [Reinforced with] Blue -or- ToughBlue -and/or- microweave -or- Powerweave fibers to power through -or- clean tough messes
- [Reinforced with] [Powerful] [blue -or- ToughBlue -or- Microweave -or- Powerweave] fibers [for] [added] strength -and/or- durability
- [Reinforced] [with] Quilted [strength]
- Releases [the right amount of] cleaning agent [when you need it] [for bigger messes]
- Remove the grime not the shine
- Removes dirt, dust and soils -or- **insert soil(s)/stain(s) from Table 4** [from auto -or- car surfaces]
- Removes -or- cleans [away] more dirt -and/or- grease -and/or- grime with each wipe^f
- Removes -or- Eliminates -or- Attacks -or- Gets rid of -or- Melts away tough [soap scum] [**insert site(s) from Table 2**] [dirt] [soils -or- **insert soil(s)/stain(s) from Table 4**] [grime][!]

- [Resealable] On-the-Go Pack -or- Size[!]
- Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
- Safe on Granite^{a22} -and/or- Finished Hardwood -and/or- Stainless Steel
- Safe [to -or- for use] on **insert surface material(s) from Table 3**
- Scrubbier [for [cleaning] tough messes]
- Scrubs out -or- away [even -or- tough] messes
- See back -or- sticker for details -or- rules -or- instructions
- See details -or- rules -or- instructions [on back -or- sticker]
- See -or- Visit www.clorox.com <<http://www.clorox.com>> for details -or- rules -or- instructions
- See [the -or- our] ads -or- series in **insert publication name(s)**
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- See your favorite design [hit shelves] [in stores]
- Select -or- Choose -or- Pick[-]a[-]wipe
- Shields Surfaces for 5x cleaning action²²
- Simple active ingredient
- Single Sheet Dispensing[!]
- [Small] [size] [wipes] [Great] [Perfect] for small [cleaning] jobs!
- [Smaller -and/or- Tougher -and/or- Thicker -and/or- Stronger -and/or- More Durable -and/or- Textured -and/or- Ultra-thick] Wipe [With] [Powerful] [Micro-Fibers -or- Scrubbing-Fibers -and/or- Micro-[Scrubbing] Fibers -or- Power -and/or- Micro-Scrubber -or- Micro-Scrubbing Texture -or- Textured] Micro-Scrubbers[!]
- [Cut[s] through -or- For] [Tough -and/or- Stubborn -and/or- Baked On -and/or- Sticky [Messes -or- Soils -or- Stains **insert soil(s)/stain(s) from Table 4**] [with less [effort -or- scrubbing]¹⁰] [!]
- Soft Packaging [for] [Easy Storage]
- Soft weave wipe cleans **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** better [in] **insert use site(s) from Table 2**
- Softer wipes
- [Space-saving -or- saver] design -and/or- pack
- Specially formulated for a variety of surfaces -or- kitchen surfaces
- Specially formulated for Multiple -or- Shiny Surfaces
- [Specially formulated] For [use in] the bathroom
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around^P] the house -or- kitchen and bathroom
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion -or- **insert soil(s)/stain(s) from Table 4**]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] **insert fragrance descriptor(s)** smell -or- scent
- Spring Into Clorox[®] clean
- Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
- Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
- Stays wet longer -or- holds moisture longer
- Stock up & stack up[!]
- Store [x%] more & save space³⁰
- Streak-free!
- Strong -and/or- durable [enough] [for -or- to handle] scrubbing -and/or- cleaning [tough] messes
- Strong enough for the -or- your toughest messes
- Strong -or- durable enough for [tough] messes -and/or- jobs -and/or- stains -and/or- difficult -or- uneven surfaces [all around the house^P]
- Suitable for use -or- Can be used -or- Compatible on -or- with Multiple Surfaces
- Suitable -or- Great -or- Ideal for cleaning -or- use on [most] hard, nonporous surfaces [including **insert surface material(s) from Table 3** -and/or- **insert surface(s) from Table 1**]
- Super scrubby -or- Scrubby texture
- Support a Classroom, Build a Future. Clorox + DonorsChoose.org
- Support Classrooms with Clorox and DonorsChoose.org
- Tackle large cleaning jobs with just 1 -or- wipe
- Tackles tough messes [on [multiple] surfaces]
- Take **this product** [with you] on the go[:] [on] travel -and/or- [in] **insert use site(s) from Table 2** -and/or- **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- your -or- the purse -and/or- diaper bag²⁶ -and/or- gym bag
- Takes up less space -or- room [[than your [current -or- existing] canister -or- container]]
- [Teachers] Clean up the classroom [with **this product**]
- Textured to lift [**insert number <50%**] more dirt²⁵
- Textured wipe traps more dirt -or- Engineered to Capture **Xx** more Dirt & Grime¹⁰
- Textured wipe for better scrubbing
- [The cleaning power of Clorox[®] wipes] [with a -or- an] easier -and/or- innovative packaging -or- dispensing -or- package
- The convenient way to keep your home looking “just cleaned”
- The [convenient -and/or- easy -and/or- effective] way to keep your home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -and/or- work -or- office area -and/or- place looking “just cleaned”
- [The Designer Series is] Beautiful -and/or- elegant enough to leave out [on counters -and/or- desks -and/or- in bathroom -and/or- in kitchen -and/or- in office]
- [The] easy way to keep [your] home -or- house -and/or- bathroom -and/or- kitchen -and/or- common areas -and/or- office -or- work [place] clean every day
- The easy way to keep your house clean every day
- The easy way to clean all over the house^P
- The easy way to touch-up clean your bathroom every day
- [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] **insert site(s) from Table 2**
- [The] [Non-Scratch -and/or- Scrubbing -and/or- Scrubby -and/or- Multipurpose -or- occasion] wipe[:] cleans [great -and/or- works [well] -or- [is] suitable] [on kitchen -and/or- bathroom -and/or- household -and/or- **insert use site(s) from Table 2** surfaces -and/or- **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- in -or- places [like] **insert use site(s) from Table 2** -and/or- for **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** -and/or- **insert use site(s) from Table 2**!]
- Wipe cleans your [-or- on more] surfaces
- [The] only wipe with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
- [**The product** is -or- the wipes are] [always] ready to use
- The smart -and/or- bright -and/or- brilliant choice -or- value [pack] for B[ack][t][o][S][chool]⁸ -and/or- school⁸ & home -and/or- classrooms -and/or- School Supply Lists -and/or- parents -and/or- moms -and/or- teachers

- The smell of clean
- The wipe that does it all...anytime^P
- There are many uses for **this product** and here are a few:
 - bathroom surfaces
 - kitchen surfaces
 - Kid's -or- Children's [play]room or family den
 - window blinds
- Thicker -and/or- **Xx** -or- **X%** stronger -and/or- more durable^f
- Thicker. [and] [Stronger.] [Longer-Lasting.] -or- [More Cleaning Power.]¹⁰
- Thicker. Stronger. Longer Lasting.¹⁰
- [Thick[er]] Textured Wipes [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- **This product** [is -or- are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [**This Product**][**-**] Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- **insert soil(s)/stain(s) from Table 4** -or- Stains][!]
- **This product** [Wipes] To Go
- Three pack -or- multi-pack
- To Go [pack] [size]
- [To Go] [Purse -and/or- Trial -and/or- Travel -and/or- Pocket] Size -or- Pouch -or- Pak -or- pack
- Tough on grease, dirt and grime
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils -or- **insert soil(s)/stain(s) from Table 4** [!]
- Tough on messes, easy on surfaces
- Tough on pet stains -and/or- dirt pets leave behind
- [Tough][.] [Strong] [Micro-]Scrub[y][ing] Action[!]
- Tough[er] -and/or- Small[er] -and/or- Thick[er] -and/or- Strong[er] -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier [wipes] Scrub Through -or- For Tough[er] -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- **insert soil(s)/stain(s) from Table 4** -or- Stains][!]
- Trap & Lock: Dust and hair for a **Xx** more effective clean
- Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [Trapper -and/or- pockets -and/or- ridges -and/or- texture] get[s] into crevices -and/or- nooks & crannies -and/or- cracks -and/or- uneven places for a more thorough -and/or- better clean
- TripleWeaveTM Texture -or- Technology for Better Cleaning
- TripleWeaveTM Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Try Me
- Try me [on] [for] **insert use surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3** [!]
- [Try] [Our] [Free][!] sample -and/or- product -and/or- giveaway [inside -or- included -or- attached]
- Try [this -or- our] [scent] **insert scent descriptor(s)**
- Tub refill
- Twin pack -or- two pack -or- dual pack
- Unique dispenser
- Use all around the house^P
- Use Everywhere indicated on the label -or- Anywhere^P indicated on the label
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous surfaces anywhere^P indicated on the label [you travel] [throughout the house^P]
- Use on hard, nonporous surfaces: plastic -and/or- vinyl upholstery -and/or- metal -and/or- glass -and/or- painted surfaces
- Use on -or- Try on -or- Can be used on -or- Perfect -or- designed -or- specialized -or- formulated [for][:] [a variety of surfaces] [including] **insert surface(s) from Table 1** -and/or- **insert surface material(s) from Table 3**
- Use **this product** -or- the wipes throughout the house^P
- [Use **the product** -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick³⁹ cleaning -or- clean-ups [all over the house^P] [anytime -and/or- anywhere^P indicated on the label]
- [[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]
- Value size -or- pack
- Value Twin
- [Virtually] no streaks -or- residue -or- film -or- trace left behind
- [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
- Visit www.clorox.com <<http://www.clorox.com>> -and/or- text **insert number** to vote -or- pick [for] [a -or- your -or- the] [future -or- next -or- favorite] [canister -and/or- design]
- Visit www.clorox.com [to get involved -and/or- to participate -and/or- to vote] [for more information -or- details]
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox[®]]
- [Vote for a] Chance to win prizes
- Vote [online] [now] for a -or- the -or- your [future -or- next -or- favorite] design [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**]
- Vote -or- Tell us -or- Share [your opinion -or- story] at www.clorox.com
- We support DonorsChoose.org
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best in [your -or- the] **insert use site(s) from Table 2** -and/or- [on **insert use surface(s) from Table 1**]?
- Will not harm most surfaces
- Will not leave behind greasy appearance or feel
- Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils -or- **insert soil(s)/stain(s) from Table 4**] -and/or- dirt -or- grime
- [Wipe] Cleans better -and/or- lasts longer [than ever]
- [Wipe] [Product] Guide -or- Selector -or- Selection
- Wipe Rewards. Visit [clorox.com](http://www.clorox.com) for details
- Wipes away⁴⁰ -and/or- powers through⁴⁰ -and/or- attacks -and/or- [even] cleans [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday] [bathroom -and/or- kitchen] messes -and/or- build-up
- Wipes Come Out One at a Time!
- Wipes don't bunch together!
- Wipes [pull out] [dispense] effortlessly!
- [Wipes] Stay[s] wet -or- moist longer
- Wipe up [and go]
- Wipes won't dry out¹⁵
- With a bleach-free formula
- With a pleasant fragrance
- [With] [Individually cut] wipes [that dispense one at a time]!

- [With] **insert number less than 10x** grease -and/or- soap scum -and/or- stain fighting power³³ -and/or- 25
 - [With] [Powerful] soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting -or- dissolving formula -or- technology
 - Won't leave greasy residue on hands
 - Works [great] on [shiny -and/or- high-gloss -and/or- high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]
 - [You can] clean an entire garage with just **X** wipes
 - [You can] clean an entire room -or- kitchen -or- refrigerator exterior -or- bathroom with just **X** wipes
 - [You] Choose -or- Decide [a] [your -or- the] [future -or- next -or- favorite] [design] [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**] [to hit shelves -or- stores]
 - [Your] [favorite] **this product** [wipes] [are] [Also] Available in [a -or- our] [decorative -and/or- beautiful -and/or- pretty -and/or- hip -and/or- fun -and/or- trendy -and/or- Designer] [Series] packaging -or- canisters -or- containers -or- [oval] [packages -or- shapes]
 - [You're invited to] Be [a -or- our] design expert
 - [You're invited to] Share your opinion
- NOTE: insert ABN** should not be used on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn. Test a small area first.

Fragrance/Scent Descriptors

Any fragrance descriptor below can be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool -and/or- followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean

- [Calming -and/or- French] [Lush -and/or- Mountain -and/or- Provence -and/or- Sheer -and/or- Soft -and/or- Sun-Drenched -and/or- Sun-Kissed -and/or- Wild] Lavender
- Cascading [clean -and/or- falls]
- Citrus Blend
- Citrus Island Bloom
- Cyprus Orange Blossom
- [Clean -and/or- Refreshing -and/or- Great] scent
- Fresh -and/or- [Serene] Clean
- Fruit[y] [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion]
- Lavender [blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion] [& chamomile] [& herbs -and/or- aromatherapy -and/or- escape -and/or- fields -and/or- flowers -and/or- garden -and/or- harvest -and/or- meadows -and/or- valley -and/or- whisper]
- Lime -and/or- Mandarin -and/or- Orange [Shower] blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion
- [Sparkling -and/or- Crisp] Lemon -or- Citrus -and/or- Blend -and/or- Zest -and/or- blast -and/or- breeze -and/or- burst -and/or- clean -and/or- fresh -and/or- fusion -and/or- twist]

Table 1 Use Surfaces^p

| | | | |
|---|---|--|--|
| [Air]plane Tray Tables | Tables -and/or- Fast Food Restaurant Tables | Litter Boxes | Recycling Bins |
| Baby[’s] Rooms -and/or- Furniture -and/or- Surfaces | [Dining -and/or- Fast Food -and/or- Kitchen -and/or- Picnic -and/or- Play -and/or- Restaurant -and/or- Tray] Tables | Locker Room Surfaces | Refrigerator Door Handles |
| Baseboards | [Door -and/or- Cabinet -and/or- Appliance] Knobs | Lockers | Restaurant High Chairs |
| Basements | Door Frames -or- handles | [Manual] Pencil Sharpeners | [Salad Bar -and/or- Buffet] -and/or- Cafeteria] |
| [Bathroom -and/or- Kitchen] Faucets [Handles] | Drain Boards | Marker [exteriors] | Sneeze Guards |
| [Bathroom] Mirrors | Drawer Pulls | [Medicine] Cabinets | [School ⁸ -and/or- Toys ⁹] Supplies Surfaces |
| [Bath]tubs | Dressing Carts | Metal -and/or- plastic Work Benches | [Shower] Doors |
| Beakers | Drinking Fountains ⁹ | Non-Food Contact Surfaces of Highchairs | Shower Walls -and/or- Surfaces |
| Bed Rails | Elevator Buttons | Office -and/or- Bedside Furniture | Signs |
| Bed Springs and Frames | Exam[ination] Tables | Office Machinery | Staplers |
| Bidets | Faucets | [Outside of] Appliances | Steering Wheels |
| Blinds | [Filing] Cabinets | Exteriors -and/or- Surfaces] | Stereo Consoles |
| Cabinets | Fitness Center Equipment | [Outside of] Microwaves | Stovetop Exteriors ³⁸ |
| Cages | Floors -or- Flooring | [Exteriors] must use either “outside of” or “exterior” | Test tubes |
| Car Interiors | Floors [Around Toilets] | [Outside of] Refrigerators | [Tiled] Walls |
| Car -or- Booster Seats | Gaming Systems | [Exteriors] must use either “outside of” or “exterior” | [Toilet] Flush -and/or- Faucet -and/or- Telephone -and/or- Dishwasher -and/or- Cabinet -and/or- Door Handles |
| Car Seats | Garage shelving -and/or- [storage] cabinets (metal, plastic, sealed hardwood) | Overbed Tables | Toilet -and/or- Urinal Exteriors [Surfaces] -or- Exterior Toilet Surfaces |
| Cat -and/or- Dog -and/or- Pet Soiled Surfaces | Garbage -or- Trash Cans | Paint Palettes | Toilet Seats |
| [Cell -and/or- Smart] Phones | Garbage Disposals | Painted Pencils | Tool box -and/or- tools [sets] |
| [Child] Strollers ⁹ | Glass table[tops] | Painted Surfaces | Toy Boxes |
| [Children’s] Furniture | Glazed tiles | Paper Towel Dispensers -and/or- Holders | Toy Storage Bins |
| [Children’s -or- Child’s -or- Pet’s] Toys ⁹ | Globes | Patient Beds | Training Tools |
| Chrome Exterior Surfaces of Urinals -and/or- Toilets | [Grocery [Store]] [Shopping] Basket -or- Cart Handles | [Patient] Chairs | Trash Cans |
| [Classroom] Desks | [Grocery [Store]] [Shopping] Carts | Patio Furniture | Trash Compactors |
| Closets | Gym Equipment | P[ersonal] D[igital] A[ssistant]s | [TV -and/or- Wii] [Remotes] [Controls] |
| [Clothes -and/or- Diaper] Hampers | Hand Dryer Buttons | Pet -or- Dog Houses -and/or- Crates -and/or- Furniture -and/or- Surfaces | Ultrasound devices -or- machines (external)# |
| Computers -and/or- Laptops -and/or- [Netbooks -and/or- Keyboards] | Handrails | Picnic Tables | [Under] Sinks |
| Consoles | High chairs ⁹ | Plastic -and/or- hard, nonporous music note symbols | Vending Machine Surfaces |
| Cooler Exteriors | [Kid’s] [Play] Structures -and/or- Equipment -and/or- Furniture -and/or- Tables | Plastic -and/or- Model Rocket | Vinyl upholstery |
| Counter[top]s insert surface material(s) from Table 3 | Kitchen [Surfaces -and/or- Appliances] | Plastic Shower Curtains | [Vinyl] Wallpaper |
| Cribs | Lamps | Playground Equipment | Walkers |
| Cup Holders | Laundry Rooms | Playpens | Washing Machines [Washers -and/or- Dryers] [Exteriors] [Outside of] |
| Cupboards | Lawn Chairs | Pool maintenance equipment | Wastebaskets |
| [Dark] glazed Tile | LCD -and/or- Navigation Screens | Porta-Potties -or- Portable Bathrooms | [Water -and/or- Drinking] Fountain [Toggles -and/or- Handles] |
| Dashboard | Light Switches -and/or- Fixtures -and/or- Panels | [Potty] Training Toilets -or- Chairs | Wheelchairs |
| Dental chairs# | Light bulbs ³⁴ | [Public -or- Pay] Telephones -or- Phone Booths | Windows |
| Dental lamps# | | Range Hoods | [Wood ²⁷] Doors |
| Diagnostic Equipment | | | |
| [Diaper] Changing Tables | | | |
| Diaper Pails | | | |
| Dining Room Surfaces -and/or- | | | |

Table 2 Use Sites^p

| | | | |
|---------------------------------------|-----------------------------|---------------------------------|---|
| [Air]plane Lavatories | Elevators | Locker Room [Facilities] | [Rental] Cars |
| Airports | Factories | Long Term Care Facilities | Rest Stops |
| Ambulances | Family Rooms -or- Areas | Lounges | Restaurants |
| Apartments | Fast Food Restaurants | Malls | Restrooms |
| Automobiles | Fitness Centers | Manufacturing Plants | RVs |
| Basements | Garages | Markets | School ⁸ Buses |
| Bathrooms | Gas Stations | Mass Merchandisers | School ⁸ -and/or- City |
| Boats | General Merchandise Stores | Medical Clinics ^{\$\$} | -and/or- Public Transit |
| Bowling Alleys | Grocery Stores | Military Installations | -and/or- Commuter Buses |
| Break rooms | Gym[nasium]s | [Mobile] Homes | Schools ⁸ |
| Buses | Gyms | Motels | Shelters |
| Butcher Shops | Health Clubs | Motor Homes | Ships |
| Cafeterias | Healthcare Facilities | Motorboats | Shops |
| Campers | Home [Centers] | Nurseries | Shower [rooms] |
| Campgrounds | Hospitals | Nursing Homes ^{\$\$} | Storage Areas |
| Cars | Hotels | Office [Areas] | Subways |
| Churches | Houseboats | Outpatient Healthcare | Supermarkets |
| Colleges | House[hold]s | Facilities | Surgery Centers |
| Common -and/or- Classroom | Industrial Facilities | Pet Areas | Trailers |
| -and/or- School ⁸ -and/or- | [Institutional] Kitchens | Pharmacies | Trains |
| Play Areas | [Institutional] Laundromats | Physician's Offices | Trolleys |
| Convenience Stores | Institutions | Play Areas | Universities |
| Correctional Facilities | Jungle Gyms | Play Rooms | Vacation Homes |
| [Damp] Storage Areas | Kennels | Playground Equipment | Vehicle [Interiors -and/or- |
| Day Care Centers | Kid's -or- Children's | Playgrounds | Exteriors] |
| Dens | [Play]rooms -or- [Family] | Public Facilities | Veterinary Clinics ^{\$\$} -or- |
| Dental Offices | Dens | Public Restrooms | Offices ^{\$\$} |
| [Diaper] changing areas | Laboratories | [Public] [Tele]phone [Booths] | Waiting Rooms |
| Discount Retailers | Lavatories | Reception Areas | Warehouse Clubs |
| Dorms | Living Areas -and/or- Rooms | Recreational Centers -and/or- | Work[places] |
| [Elementary] Schools ⁸ | Lobbies | Facilities | |

Table 3 Surface Materials

| | | |
|-----------------------------------|--------------------------------|--------------------|
| Acrylic | Glazed ceramic | Porcelain enamel |
| Aluminum | Glazed porcelain | Sealed quartz |
| Brass | Granite ²²² | Sealed fiberglass |
| Chrome | [Interior] plastics | Sealed granite |
| Corian [®] [λ] | Laminates | Sealed hardwood |
| Finished hardwoods ^[¥] | Marlite [®] [λλλ] | Sealed marble |
| Finished wood | Metal | Stainless steel |
| Formica [®] [λλ] | Plastic | Vinyl |
| Glass | Polyurethane | Wood ²⁷ |
| Galvanized steel | Polyurethane finished hardwood | |

Table 4 Soils/Stains

| | | |
|----------------------------|---|-----------------|
| Barbeque sauce | Hair gel | Particles |
| Blood | Hair spray | Shaving cream |
| Body oils | Hand and body lotion | Soap |
| Coffee [stains] | Ink | [Soap] scum |
| Cosmetics | [insert use site(s) from Table 2] Messes | [Soft] drinks |
| Crumbs | -and/or- stains -and/or- soils | Soy sauce |
| Dirt | [Kitchen] grease | Spaghetti sauce |
| Dust | Laboratory stains | Spills |
| Fecal matter | Maple syrup | Tomato [sauce] |
| Fingerprints | Mayonnaise | Toothpaste |
| Food residues -or- soils | Milk | Watermelon |
| [Fruit] juices -or- stains | Mud | Wine |
| Grime | Other common soils -and/or- stains | |
| Hair | Other organic matter | |

Alternate Brand Names

| | |
|---|---|
| Clorox® Disinfecting Wipes ₉ | Clorox® Citric Acid Disinfecting Wipes |
| Clorox® Disinfecting Wipes ₁₀ | Clorox® Citric Acid Disinfecting Wipes ₁ |
| Clorox® Scentiva® Disinfecting Wipes ₂ | |
| Clorox® Scentiva® Disinfecting Wipes ₃ | |

Footnotes

- ¹ Human Coronavirus, Respiratory Syncytial Virus [(RSV)]
² Influenza A Virus
³ Rotavirus, Influenza A2 Virus, Respiratory Syncytial Virus
⁴ when used according to the disinfection directions
⁵ Staphylococcus aureus [(Staph)] and Klebsiella aerogenes **tested as Enterobacter aerogenes**
⁶ [Human] Coronavirus, Respiratory Syncytial Virus, Influenza A Virus
⁷ Cat dander -and/or- cockroach debris -and/or- cockroach matter -and/or- cockroach particles -and/or- dog dander -and/or- dust mite debris -and/or- dust mite matter -and/or- dust mite particles -and/or- pet dander -and/or- timothy grass -and/or- pollen particles -and/or- grass
⁸ Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
⁹ [For toys,] Rinse with water after wiping with -or- using the product
¹⁰ compared to -or- v[ersu]s[.] Clorox® Disinfecting Wipes1
¹¹ Kills 99.9% of germs†
¹² Salmonella enterica
¹³ Staphylococcus aureus
¹⁴ **Insert 30 second virus(es) from Organism Table**
¹⁵ When used as directed -or- according to the directions [for use]
¹⁶ vs. **insert number** count **this product** canister]
¹⁸ Salmonella enterica [(Salmonella)], Staphylococcus aureus [(Staph)], Rotavirus
¹⁹ Thicker -and/or- Stronger -and/or- Longer lasting -and/or- More cleaning solution -and/or- Scrubby] texture in comparison to -or- v[ersu]s Clorox® Disinfecting Wipes1
²⁰ **Insert Soil(s)/Stains(s) from Table 4**
²¹ by reducing or via reduction of soil adhesion
²² Cleans -and/or- Leaves a scent -and/or- removes grime -and/or- Removes Allergens -and/or- Deodorizes
²³ Sealed -and/or- finished
²⁵ compared to -or- v[ersu]s[.] **insert name of Clorox® nonregistered wipe**
²⁶ Do not use as a diaper wipe or for personal cleansing **will be used for claims relating to carrying in diaper bags**
²⁷ Finished hardwood
²⁸ The words “easy” and “easily” can only be used with cleaning claims
²⁹ In **XX** sec[onds]
³⁰ compared to -or- v[ersu]s[.] a canister with equivalent number of wipes -or- 75 c[oun]t canister
³¹ Removes tough stains, removes caked-on food -and/or- **insert soil(s)/stains(s) from Table 4**, textured for scrubbing, durable, cuts through grease [and grime], traps [and lifts] dirt, removes allergens¹⁵, deodorizes, leaves a scent, safe on **insert surface material(s) from Table 3**, removes soap scum, low streak, low residue, triple layer, cleans
³² vs. club **insert ABN this product** [offerings] -and/or- **insert ABN this product** [**insert number** wipes c[oun]t -and/or- **insert ABN this product** [**insert number 6 or smaller** x **insert number of wipes** c[oun]t
³³ In comparison to -or- v[ersu]s[.] a single layer wipe -or- a wet paper towel -or- **insert name of Clorox® nonregistered wipe** unplugged[; allow to cool down [before using]]
³⁴ Use on recommended surfaces or test a small area first
³⁵ Potable water rinse required for food contact surfaces
³⁶ Disinfects -and/or- cleans -and/or- deodorizes -and/or- removes **insert soil(s)/stains(s) from Table 4** -and/or- removes allergens -and/or- leaves a scent
³⁸ Turn off appliance & allow surfaces to come to room temperature prior to disinfecting
³⁹ **The words “quick”, “quicker” and “quickly” can only be used with cleaning claims**
⁴⁰ **The words “wipe out”, “wipes away” and “powers through” can only be used with cleaning claims**
◇ [tested] as Feline Calicivirus
[Please] consult manufacturers’ instructions [for appropriate use] [before use]
† Pseudomonas aeruginosa [(Pseudomonas)], Salmonella enterica [(Salmonella)], Staphylococcus aureus [(Staph)], **insert a virus from the Organism Table, as required for the qualified germs claim; then insert any other bacteria or virus desired from the Disinfection Organism Table**
†† Does not include weight of dry wipe
[‡ Viruses]
[‡‡ Bloodborne pathogens]
^p [on] hard, nonporous surfaces [of] [identified on this label]
\$ v[.] [ersu] s[.] -or- than -or- compared to a [water on [a]] [wet] -and/or- leading -and/or- store brand -and/or- bargain paper towels
\$ \$ For use on noncritical surfaces in:
\$ \$ \$ (in terms of surface area for cleaning)
\$\$\$ vs **insert wipe dimensions** size
\$\$\$ Sealed Granite
\$\$\$ Based on Retail Sales
\$\$\$ a deodorizer -and/or- sanitizer -and/or- disinfectant - and/or- allergen⁷ remover
\$\$\$ Swiffer!® is a registered trademark of the Procter & Gamble Company
^λ Corian® is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates]
[^{λλ}] Formica® is a [registered] trademark of [The Diller Corporation] [a subsidiary of] [Formica] [Formica Corporation] [or one or more of its affiliates]
[^{λλλ}] Marlite® is a [registered] trademark of [Marlite, Inc.] [a subsidiary of] [Marlite, Inc.] [or one or more of its affiliates]
^{¥¥} Use as directed. Suitable for use -or- can be used -or- compatible on polyurethane treated wood. [Test a small area first].